

nplan
NATIONAL POLICY & LEGAL ANALYSIS NETWORK
TO PREVENT CHILDHOOD OBESITY



**Spoons Full of Sugar:
How the Beverage Industry
Markets Sugary Drinks to Youth**



ChangeLab Solutions

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http://commons.wikimedia.org/wiki/File:Kids_with_Education_Tables_Computer.jpg

About this Presentation

Purpose:

- Give an overview of sugary drink marketing practices that target youth
- Provide presentation materials that public health advocates can use in their own work

How to use:

- Public health advocates are welcome to incorporate any of the following slides into their own presentations
- The notes section of each slide contains background information and analysis where necessary
- Full citations are listed at the end of the presentation
- **Please give ChangeLab Solutions credit for slides and analysis if you use any of these slides**

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Topics

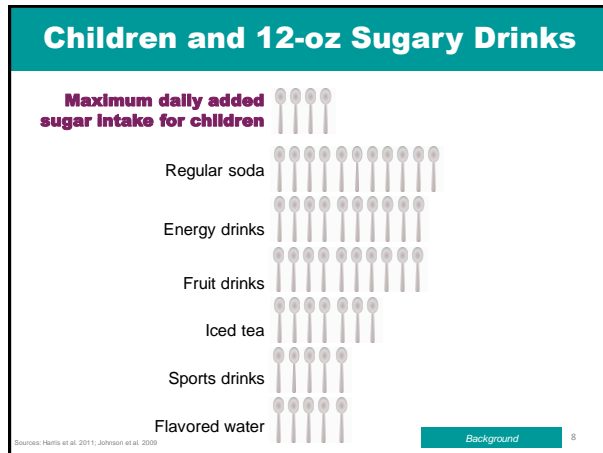
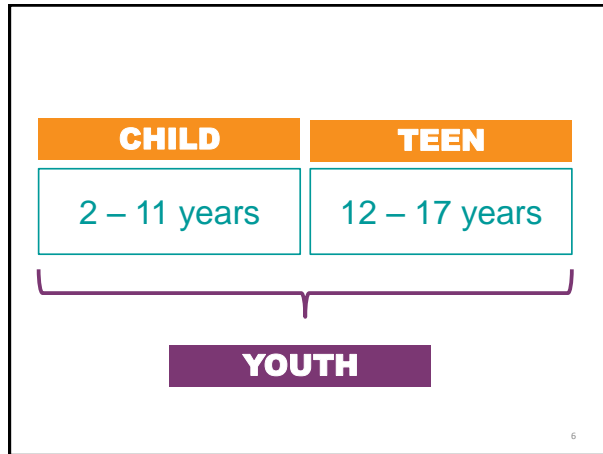
- Background: Sugary drinks and youth
- Youth-directed marketing practices
- Targeting African American and Latino youth
- Tangible solutions to targeted marketing

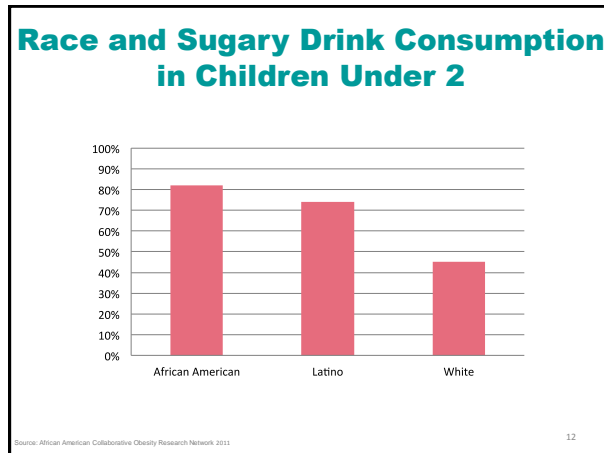
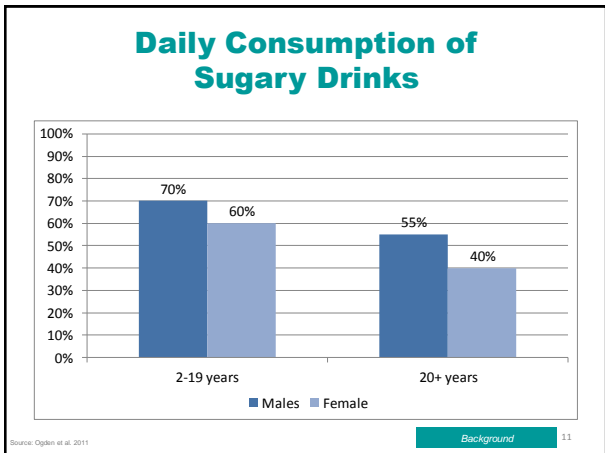
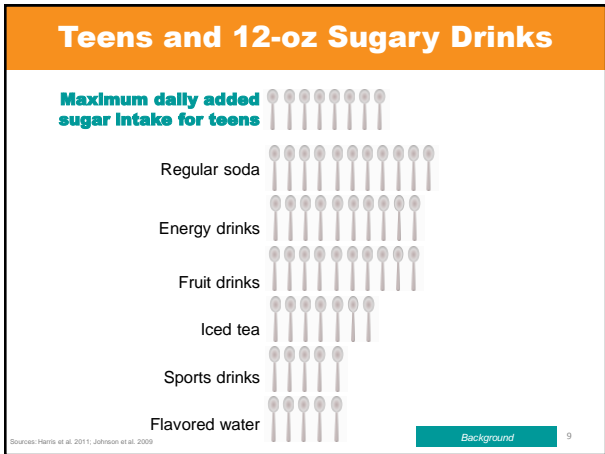


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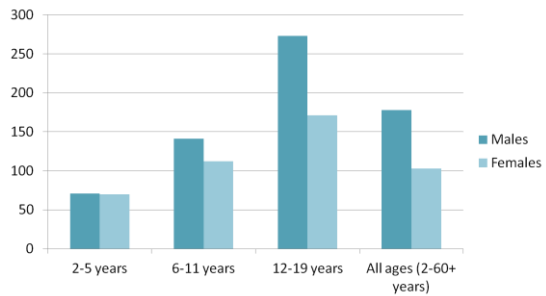
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BACKGROUND: SUGARY DRINKS AND YOUTH





Daily Calories from Sugary Drinks



Source: Ogden et al. 2011

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HEALTH CONSEQUENCES OF SUGARY DRINKS



“Because of the increasing rates of obesity, **unhealthy eating habits** and physical inactivity, we may see the first generation that will be less healthy and have a shorter life expectancy than their parents.”



**Former Surgeon General
Richard Carmona**

Source: American Heart Association 2014
Photo Credit: http://en.wikipedia.org/wiki/Richard_Carmona

YOUTH-DIRECTED MARKETING PRACTICES

"There is no reason to give a child a soda or sugar-sweetened drink. Teens drink these beverages because they taste good, give an energy boost and they feel cool drinking them. The **powerful influence of marketing and the targeting of young people cannot be ignored** here."

Samantha Heller,
Clinical Nutrition Coordinator
at the Center for Cancer Care, Griffin Hospital

Source: ChangeLab Solutions 2012

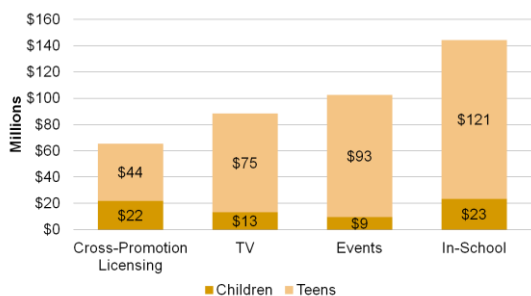
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Each Year, the Beverage Industry Spends:

\$516 million on youth-directed marketing

Source: Federal Trade Commission 2012
Photo Credit: iStockphoto.com/Scott Frazier

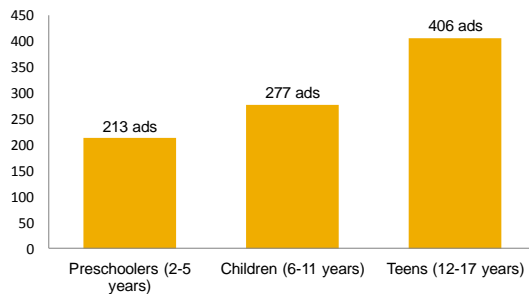
Types of Beverage Marketing



Source: Federal Trade Commission 2012

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Sugary Drink and Energy Drink Television Commercials Seen by Youth per Year



Source: Harris et al 2011

Marketing Practices

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Rapid Growth in New Media



Photo Credit: Creative Commons License Flickr/Aparturas



Photo Credit: © 2014 ChargeIt, All Solutions

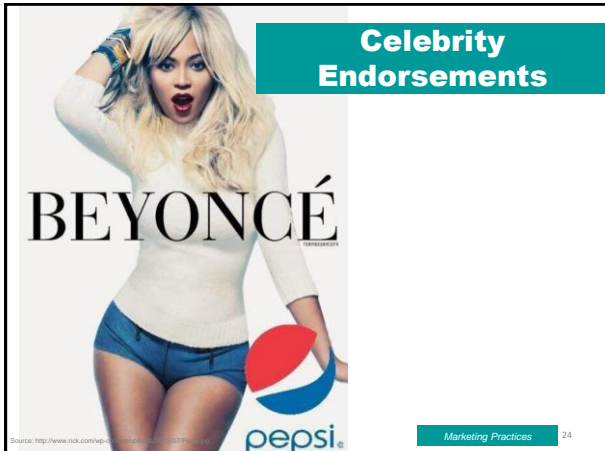
Digital Marketing

Mobile Media and Social Media Marketing



Photo Credit: Screenshot of Pepsi's Twitter feed on <http://www.twitter.com/pepsi>

Celebrity Endorsements



Source: <http://www.rick.com/pepsi/pepsi-2007.html>

TARGETING AFRICAN AMERICAN AND LATINO YOUTH

How do Companies Target African American Youth?

#SPRITESLAM

GO HOME

MORE BASKETBALL



- Feature African American spokespeople
- Sponsor:
 - Basketball and streetball events
 - Hip-hop music tours
 - Black History Month essay contests
- Launch culturally specific campaigns
- Target African American moms

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How do Companies Target Latino Youth?

- Sponsor community soccer events
- Latino celebrities
- Latin pop music
- Spanish language
- Bicultural themes that play on the mix of cultures and language
- Provide Spanish-language book covers to “Hispanic-designated” elementary schools



Source: ChangeLab Solutions 2014
Photo Credit: © 2014 ChangeLab Solutions

Targeted Television Advertising

- Every day, African American **children see 81 percent more ads for sugary drinks and energy drinks** on television than white children
- Every day, African American **teens see 90 percent more ads for sugary drinks and energy drinks** on television than white children



Source: Harris et al 2011
Photo Credit: Creative Commons. License: <http://media.foxdate.com/wordpress/Junk-Food-Commercial.py>

African American and Latino Communities Are Flooded with Advertisements

- Low-income Latino neighborhoods have **nine times the density of unhealthy food and beverage advertising** than high-income White neighborhoods
- Low-income African American neighborhoods **have six times the density of unhealthy food and beverage advertising** than high-income White neighborhoods



Source: Yancy et al. 2009
Photo Credit: © 2014 ChangeLab Solutions

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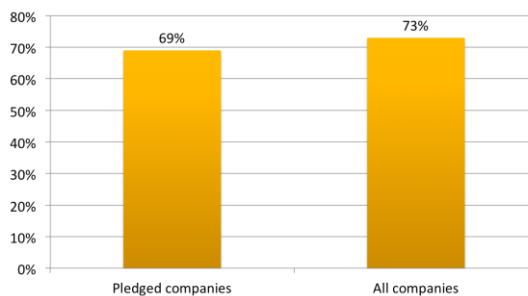
Why do Companies Target African American and Latino Youth?

Photo Credit: © 2014 ChangeLab Solutions

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TANGIBLE SOLUTIONS

Voluntary Pledges




Source: Kuril et al. 2013

Tangible Solutions

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Celebrity Marketing



Example:
The Drink Water campaign was founded by professional snowboarders and encourages youth to drink water, rather than sugary drinks.

Photo Credit: Shutterstock.com via iStockphoto.com/water.com/angelica

Incentivize Change



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Policy Solutions



Maine's Law Banning Food Ads in Schools

Understanding the Law

In many schools, foods and beverages are advertised everywhere - in hallways and cafeterias, in classrooms and athletic facilities, on paper products and worksheets, and in teaching materials and school publications. Study after study has shown that food and beverage advertising influences children's food preferences and purchases - and their diets and health.

In 2007, the Maine legislature passed the first state law prohibiting brand-specific advertising of certain unhealthy foods and beverages in schools. To help Maine schools comply with the law, the National Policy and Legal Analysis Network to Prevent Childhood Obesity (NPLAN) has developed this fact sheet.

What are "Foods of Minimum Nutritional Value" (FMNV)?
Based on federal law, FMNV include:

- Soda
- Pizza boxes
- Cheesing sauce
- Candies (including hard candies, jelly and gum), meringues



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